

Filter

market	All
region	All
division	All

Customer Net Sales Performance

Row Labels	2019	2020	21 vs 20
Acclaimed Stores	1.4M	2.9M	278%
All-Out		0.2M	396%
Amazon	12.2M	37.5M	119%
Argos (Sainsbury's)	0.4M	0.7M	206%
Atlas Stores	0.2M	0.7M	370%
AtliQ e Store	7.2M	23.7M	124%
AtliQ Exclusive	9.6M	17.7M	246%
BestBuy	0.9M	1.8M	256%
Boulanger	0.2M	0.8M	393%
Chip 7	0.6M	1.3M	316%
Chiptec		0.4M	622%
Control	0.9M	2.2M	249%
Coolblue	0.5M	1.2M	260%
Costco	1.1M	2.8M	237%
Croma	1.7M	2.5M	205%
Currys (Dixons Carphone)	0.3M	0.8M	147%
Digimarket	0.8M	1.7M	141%
Ebay	2.6M	6.3M	142%
Electricalsara Stores	0.1M	0.6M	186%
Electricalsbea Stores		0.1M	405%
Electricalslance Stores	0.1M	0.7M	213%
Electricalslytical	1.8M	2.6M	357%
Electricalsocity	2.3M	3.5M	259%
Electricalsquipo Stores	0.2M	0.7M	435%
Elite	0.4M	0.8M	396%
Elkjøp	0.5M	1.3M	292%
Epic Stores	0.4M	0.9M	346%
Euronics	0.4M	0.9M	345%
Expert	0.8M	1.8M	264%
Expression	1.7M	3.0M	228%
Ezone	1.5M	2.0M	292%
Flawless Stores	0.1M	0.5M	296%
Flipkart	2.9M	8.3M	131%
Fnac-Darty	0.5M	0.8M	250%
Forward Stores	0.6M	1.5M	172%
Girias	1.5M	2.1M	319%
Info Stores	0.1M	0.5M	284%
Insight	0.4M	1.0M	172%
Integration Stores		0.2M	787%
Leader	4.7M	6.0M	215%

AtliQ Hardware



Logic Stores	0.2M	0.9M	■	415%
Lotus	1.5M	2.1M	■	283%
Neptune	1.0M	3.4M	■	371%
Nomad Stores	0.5M	1.6M	■	147%
Notebillig	0.2M	0.4M	■	187%
Nova		0.0M	■	2565%
Novus	1.9M	3.7M	■	164%
Otto	0.3M	0.4M	■	199%
Premium Stores	0.5M	1.1M	■	253%
Propel	1.6M	2.5M	■	341%
Radio Popular	0.5M	1.5M	■	263%
Radio Shack	0.8M	1.7M	■	212%
Reliance Digital	1.6M	2.6M	■	278%
Relief	0.4M	1.0M	■	304%
Sage	4.8M	6.4M	■	222%
Saturn	0.2M	0.4M	■	210%
Sorefoz	0.6M	1.1M	■	334%
Sound	0.6M	1.7M	■	160%
Staples	1.2M	2.9M	■	207%
Surface Stores	0.1M	0.5M	■	299%
Synthetic	1.9M	4.4M	■	176%
Taobao	0.2M	1.3M	■	149%
UniEuro	0.6M	1.6M	■	357%
Vijay Sales	1.7M	2.1M	■	298%
Viveks	1.6M	2.2M	■	248%
walmart	1.3M	2.6M	■	270%
Zone	0.3M	1.6M	■	236%
Grand Total	87.5M	196.7M	■	204%

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Market**Performance VS Target**

ALL VALUES ARE IN USD

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AtliQ Hardware



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Viveks	1.6M	2.2M	248%
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Zone	0.3M	1.6M	236%
Grand Total	87.5M	196.7M	204%

Top 10 Products 2021

All values are in USD

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Product	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Zion Saga	0.7M	3.6M	428.5%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ LION x3	0.1M	1.2M	1692.3%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x1	0.0M	0.8M	1619.5%
AQ Mx NB	0.0M	1.4M	5623.5%
Grand Total	6.4M	52.0M	708.0%





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Product	Sum of Qty
AQ Master wireless x1	3.4M
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wireless x1 Ms	4.1M
AQ Master wired x1 Ms	4.2M
Grand Total	19.0M

Filter

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Row Labels	Sum of Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174.9K

Top 5 Products

Bottom 5 Products



Filter

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customer	All

New Products 2021

Product	2021
AQ Clx3	4.4M
AQ Electron 3 3600 Desktop Processor	14.2M
AQ Gen Y	19.5M
AQ GEN Z	11.7M
AQ HOME Allin1 Gen 2	3.5M
AQ Lumina Ms	4.2M
AQ Marquee P3	4.9M
AQ Marquee P4	1.7M
AQ Maxima Ms	13.7M
AQ MB Lito	2.8M
AQ MB Lito 2	2.3M
AQ Qwerty	22.0M
AQ Qwerty Ms	15.4M
AQ Trigger	20.7M
AQ Trigger Ms	17.9M
AQ Wi Power Dx3	17.2M
Grand Total	176.2M



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Top 5 Countries

All values are in USD

Product	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	367.2M



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Division Level Report

All values are in USD

Row Labels	2020	2021	21 vs 20
N & S	51.4M	94.7M	84%
P & A	105.2M	338.4M	222%
PC	40.1M	165.8M	314%
Grand Total	196.7M	598.9M	204%



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P&L By Fiscal Year
All values are in USD
Note: 21 vs 20 isn't part of Pivot Table

Metrics	Fiscal Year			21 vs 20
	2019	2020	2021	
Net sales	87.5M	196.7M	598.9M	204%
COGS	51.2M	123.4M	380.7M	209%
gross margin	36.2M	73.3M	218.2M	198%
GM%	41%	37%	36%	-2%

Note: 21 vs 20 isn't part of Pivot Table

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